

SUMMARY**ADVERTISING DEVICE**

Invention is related to advertising means and designed to attract the attention of potential buyers and consumers of services to the goods of different manufacturers, producers of goods and wares and organizations which render a variety of services to the population.

Technical aim of this invention is to create a new advertising device which possess of high efficiency, attractiveness, high degree of comic perception of advertising and new mindful methods to bring an advertising information to customers and can be installed anywhere.

This technical aim is attained by means of the advertising device which is placed in any point of customer (1) field of vision and comprises a reflective substrate made, according to the invention, in form of advertising symbols (3), the facilities for their distinction by contrast (4) which are disposed on the contours of these symbols and may be realized as methods of their presentation to customers and such matters as light, color and medium or as any combination of these methods and matters.

Advertising symbols (3) can have a view of any trade mark or any element of it being represented by any combination of textual, digital or graphical forms or executed as images of products or an object thematically related to them.

Reflective substrate (2) may present articles of florists, structural elements of building objects, articles of graphic arts, identification and individualization means, packing products, decorative elements of clothes and head dresses, jewelry and

bijouterie, articles of domestic utensils and implements, appliances of exterior observation or exterior mountings etc.

In the structure of claimed device one may include a recording audio player (5).

Reflecting surface of the substrate (2) may be executed as creating a reflection (6) of a customer (1) or his comic image (7).

In the structure of device one may include a video unit (8) which records and displays the genuine reflection (6) or comic image (7). of a customer (1) as well as photographic appliances (9) to take photos of customers (1) or their genuine (6) reflection and comic image (7).

Recording block of video unit (8) can be mounted into reflective substrate (2).

Camera (9) can be also mounted into reflective substrate (2).

Appliances (5), (8), (9) for audio and video recording and taking photos may be adjusted for automatic start on attaining specific parameters which may be:

- level of sound, for ex. of laugh,
- lag of time,
- apparition of customer in a spot where his (her) genuine reflection (6) or comic image(7) become possible.

22 claims, 1 ill.